

MINUTES

Waverly Public Library Fundraising Committee

September 7, 2022

On September 7, 2022, the WPL Fundraising Committee met at the Waverly Public Library.

Present: Diana Blake, Ross Helgevold, Trevor Krug, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich.

Absent: Kim Folkers, Emily Frederick, Jim Janssen.

McCue called the meeting to order at 5 p.m.

Agenda, minutes: Motions carried to approve the agenda (Ribich moved, S.Main seconded) and August 31 minutes (Ribich/Blake).

Introductions: Blake Conover and Dani Gordon, representing the fundraising firm 1Vision, introduced themselves, and the fundraising committee reciprocated with personal introductions.

Campaign structure: McCue explained the library's structure of trustees/Friends/Foundation. Committee members wrote individual answers to two questions: Why is this project needed? Why now? 1Vision suggested five subcommittees—leadership gifts, communications, operations, grassroots campaign, and grants. Subcommittee chairs would be part of the fundraising committee. Current fundraising committee members are invited to volunteer to chair a subcommittee.

Timeline: 1Vision showed on-screen a to-do list of activities that will be matched with dates.

Gift goals: A scale-of-gifts chart suggests that a third of gift income come from each of three tiers (>\$25,000; \$15,000-7,500; \$5,000-100). One hundred contact names are suggested for 17 leadership gifts above \$10,000. Callers will meet patrons with a dollar goal in mind.

Recent media coverage: Newspaper coverage has been helpful. Social media conversations, which seem to be dropping off, were discussed. Callers and supporters need quick explanations for the \$2.4 million goal. Library tours, in-person and virtual, will be considered.

Early response: Pledges of support have been received from trustees (100%), Foundation board (one response yet to come), and Friends board (still being contacted). Two persons contacted Meyer for information about gifting the project early. Conover said that question will be answered this week.

Campaign materials: 1Vision will evaluate materials already developed, including Mossman's video. The fundraising committee should suggest "headers" for the website, which will incorporate elements from the larger "case statement" brochure. The website will change as the campaign targets different audiences.

Campaign goal: Contingency is included. The cost to the library foundation of dollars withdrawn for the project will be impacted by financial markets. It is expected that unfulfilled pledges might total 5 - 10 percent. The pledge period of three years was questioned. The library board of trustees should set a goal of how much money should be raised before construction

begins. The amount of the City of Waverly's potential gift will be known in March 2023. Naming opportunities will be based upon perceived value.

Studio Melee "renderings": New computerized images were shared.

Story tree: City of Waverly guidelines mean that this artwork must be bid, so Studio Melee is writing specifications.

Other business: Kruger suggested providing a Frequently Asked Question (FAQ) sheet, so that staff know how to respond to questions/comments. 1Vision suggested making FAQ available on Google drive, in a brochure, and/or one page. A group phone call (McCue, Meyer, Gordon, and Conover) will work through these items.

Adjournment: The meeting adjourned (S.Main/Blake) at 7 p.m.

Respectfully submitted,
Elaine Main, Secretary